

**POST: DALLAS**

<b>ACTIVITY/EVENT</b>	<b>CUSTOMER SEGMENT</b>	<b>TARGET AUDIENCE</b>	<b>DATE(S)</b>	<b>LOCATION(S)</b>	<b>CONTACT</b>
Fish & Tackle	Boomers, Middle Aged Seniors	Outdoor/Adventure	Apr/93	Fort Worth	J. Poole 817-551-1219
TX Ski Council Ski Show	Boomers, Middle Aged Affluent	Pleasure Travel	Apr/93	San Antonio	V. Mallory 512-935-4491
All About Travel	Boomers, Middle Aged Seniors	Pleasure Travel	Apr/93	Oklahoma City	All About Tvl. 405-848-8517
*Showcase Canada	Corp./Assn./Incentive	Business Travel	Apr 21-22/93	Houston Dallas	S. Galloway 214-922-9816
Ski Group	Boomers, Middle Aged	Pleasure Travel	May 17-20/93	Dallas Austin Houston New Orleans	J.Simon 702-456-1119
Golf Show	Boomers, Middle Aged	Pleasure Travel	June/93	Ft. Worth B. Lux	818-831-1999
TSAE	Assn.	Business Travel	June 25-26/93	Austin	M.J. Casarez 512-444-1974
Hunt & Fish Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	July/93	Austin	R. Miller 713-589-7991
Summer Boat Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	July/93	Dallas	Show Prod. 713-439-5890
Boat Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	Aug/93	Fort Worth	Jerry Hahn 817-335-1211
Sport, Boat & Travel Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	Aug/93	Tulsa	Chas. Taber 214-742-2626
RV Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	Oct 15-17/93	San Antonio	M. Coffen 409-295-9677
Canada Salutes US Seniors	Seniors	Pleasure Travel	Dec/93	Amarillo	Trailways Tours 806-372-8087
SW Boat Show	Boomers, Middle Aged Seniors	Outdoor/Adventure	Jan/94	Dallas	D.Buchanan 214-212-5160
*Dan Dipert Travel World	Middle Aged, Seniors	Pleasure Travel	Jan/94	Little Rock Houston San Antonio Arlington	D. Ward 817-543-3720
Dallas Winter Boat Show	Boomers, Middle Aged Seniors	Pleasure Travel	Jan-Feb/94	Dallas	Show Prod. 713-439-5890